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ABSTRACT

In November 1989, the College of the Canyons (CC) in Valencia, California, conducted a community survey of Santa Clarita Valley to determine residents' satisfaction with CC; use of CC services and facilities; perceptions of the value and performance of CC in six functional areas; perceptions of the quality of education; attitudes about fees, the enrollment process, prospective enrollment, facilities and events; and sources of information about the college. The survey was completed by 564 residents of the valley, representing a cross-section of households served by the college district. Major study findings included the following: (1) 96% of the respondents either agreed or strongly agreed with statements that the college is an attractive place, conveniently located, and a place that they would encourage their family and friends to attend; (2) over 50% of the respondents had already enrolled in either a credit or non-credit course at the college, 50% reported using CC services and facilities, and 51% had attended campus events; (3) over 90% of the respondents believed that the transfer function, the vocational/technical function, and the remedial/developmental function are "very important," and approximately 90% of the respondents indicated that the college is doing a "good" or "excellent" job in performing these three functions; (4) respondents gave CC's instructional program the highest rating of any local community college; (5) 90% of the respondents thought that student fees were reasonable and that it was easy to enroll at CC; and (6) the principal source of information about the college was material that the respondents received in the mail. Data tables and the survey instrument are included. (PAA)

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ED354945

INSTITUTIONAL RESEARCH

College of the Canyons

COMMUNITY SURVEY

Fall 1989

August 1990

Office of Institutional Development
College of the Canyons
Santa Clarita Community College District

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College of the Canyons
COMMUNITY SURVEY

Introduction

The Community Survey was completed by 564 residents of the Santa Clarita Valley during November 1989. The respondents represent a cross-section of households, by zip code area, served by the Santa Clarita Community College District.

The questionnaire measured:

1. Residents satisfaction with College of the Canyons.

2. Residents use of campus services and facilities.

3. Residents perceptions of the value and performance of College of the Canyons on each of six major functions, including:

   - o Transfer Function
   - o Preparation for Vocational, Technical and Career Fields
   - o Noncredit Courses to Enrich the Quality of Community Life
   - o Educational Programs to Train or Re-train Employees of Local Businesses
   - o Courses in Basic Skills
   - o Life-long Learning

4. Residents perception of the quality of instruction.

5. Residents attitudes about various aspects of the college, including:

   - o Students Fees
   - o Ease of Enrollment
   - o Prospective Enrollment in Classes
   - o Facilities and Events

6. How residents learn about the college.

Major Findings of the Study

SATISFACTION WITH THE COLLEGE
Nearly all the respondents think the college is an attractive place, is conveniently located, and would encourage friends and family to attend.

USE OF SERVICES AND FACILITIES
More than half the respondents had already enrolled in some type of course at the college, either credit or non-credit. Half reported using college services and facilities as well as attending campus events. The longer people live in the area the more likely they are to make use of college services and to attend campus events.

PERCEPTION OF PERFORMANCE
Over nine in ten respondents believe that the transfer function, the vocational/technical function and the remedial/developmental function are "very important" functions for the college to carry out. About nine in ten respondents also feel the college is doing a "good" or "excellent" job in performing these three functions.

Community perceptions of the college have improved over the last four years. In comparing 1989 responses to those of a similar survey carried out in 1985, a higher percentage of the 1989 respondents felt the transfer, vocational, community services and remedial/developmental functions were important functions for the college and a higher percentage also felt the college was doing a good job.

QUALITY OF INSTRUCTION
Community residents gave College of the Canyons' instructional program the highest rating of any local community college.

ATTITUDES AND OPINIONS
Nine in ten residents thought the student fees were reasonable and that it is easy to enroll.

Short courses of one to four weeks were favored by respondents.

INFORMATION SOURCES
The most important source of information about the college is the material residents receive in their mail.

HOW SATISFIED ARE RESIDENTS WITH COLLEGE OF THE CANYONS?

The Community Survey was completed by 564 Santa Clarita Community College District residents during November 1989. The respondents represent a cross-section of households in the Santa Clarita Valley by zip code areas served by the district. Responses to the questionnaire items assessing residents' level of satisfaction with various aspects of the college are presented below.

Would you encourage your friends and family to attend College of the Canyons?

Yes - 96%
No - 4%

Nearly all the residents (96%) said they would encourage others to attend College of the Canyons.

College of the Canyons is conveniently located.

Strongly Agree - 54%
Agree - 42%
Disagree - 2%
Strongly Disagree - 2%

Nearly all the residents (96%) agreed that the college was conveniently located.

The college has a good reputation in the community.

Strongly Agree - 37%
Agree - 58%
Disagree - 3%
Strongly Disagree - 2%

Nearly all the residents (95%) agreed that the college has a good reputation.

The campus at College of the Canyons provides a clean, attractive appearance.

Strongly Agree - 47%
Agree - 47%
Disagree - 4%
Strongly Disagree - 2%

Nearly all the residents (94%) agreed that the college is a clean and attractive place.

ARE CURRENT AND/OR FORMER COLLEGE OF THE CANYONS STUDENTS MORE SATISFIED WITH THE COLLEGE THAN OTHER RESIDENTS?

A slightly higher percentage of student residents strongly agreed that the college was conveniently located (60% vs. 50%); that it has a good reputation in the community (43% vs. 32%); and that the campus is clean and attractive (53% vs. 42%) than those who have never enrolled in a credit course.

It was heartening to find that there was no appreciable difference between student residents and non-student residents in whether they would encourage family and friends to attend the college (96% vs. 95%).

ARE LONG-TIME RESIDENTS MORE SATISFIED WITH THE COLLEGE THAN NEW RESIDENTS?

While 76% of new residents who have lived in the Santa Clarita Valley less than one year indicated they would encourage friends and family to attend the college, 93% of the long-time residents who have lived in the Valley for over ten years indicated they would do so.

The longer residents live in the Valley, the more likely they are to "strongly agree" that the college has a good reputation and that it provides a clean, attractive appearance.

ARE THERE DIFFERENCES BETWEEN ETHNICALLY UNDERREPRESENTED AND WHITE RESIDENTS IN THEIR LEVEL OF SATISFACTION WITH THE COLLEGE?

There was no difference in the percentage of White and Non-White residents who would recommend the college to family and friends (96% vs. 96%).

All Non-White residents agreed that the college had a good reputation and that the campus was clean and attractive.

RESIDENTS USE OF CAMPUS SERVICES AND FACILITIES

The **Community Survey** was completed in November 1989 by 564 residents living in the Santa Clarita Community College District. The respondents represent a cross-section of households in the Santa Clarita Valley by zip code areas served by the district. Responses to questionnaire items pertaining to use of campus services and facilities are summarized below.

Which of the following statements best describes the total contact you have had with College of the Canyons <u>in the past year</u>?

None	- 36%
Little contact	- 37%
Several contacts	- 14%
Quite a bit of contact	- 13%

Just over one-quarter of the residents (27%) reported having "quite a bit" or "several contacts" with the college in the past year.

Have you ever enrolled in a credit course at College of the Canyons?

Yes - 41%
No - 59%

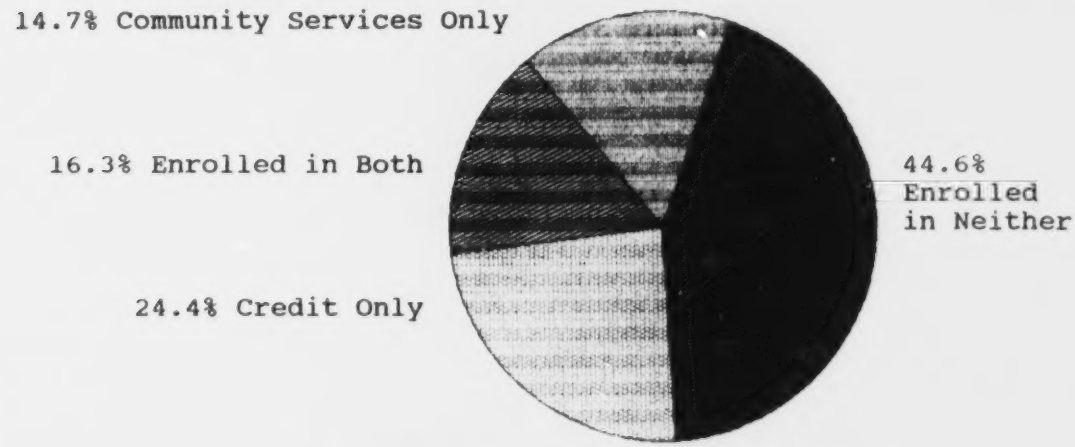
Of those residents who are current or former students, half described themselves as taking their last class within the past two years. The average number of units taken was 22.

Have you ever participated in any community service courses, workshops, seminars or noncredit classes at College of the Canyons?

Yes - 31%
No - 69%

Of the 172 residents who reported taking Community Services classes, 90 or 52% had also enrolled in a credit course at the college.

CREDIT AND COMMUNITY SERVICES ENROLLMENT
Over half (55%) of all respondents had enrolled in either a credit or community services class at the college. The breakdown follows:



Have you used any of the various college services and facilities?

Yes - 50%
No - 50%

The largest number of residents reported using the Campus Bookstore (175), followed by the Library/Instructional Resource Center (142), Athletic/Recreational Facilities (116) and the Cafeteria (100).

To determine which residents made use of campus facilities, we looked to see if they had ever been enrolled in a credit class. Only 20 of the 175 Campus Bookstore users had not taken a credit class, indicating that there was only limited non-student use of the campus bookstore. Similarly, only 16 of the 142 Library/IRC users had not taken a credit class. Use of the Athletic/Recreational Facilities had less relationship to credit enrollment, with 50 of the 116 athletic facility users indicating that they had not enrolled in a credit course.

Have you attended any activities or events at College of the Canyons?

Yes - 49%
No - 51%

The largest number of residents reported attending Athletic Events (142), followed by the Fourth of July Fireworks (111) and Exhibits/Cultural Events (83).

There was less relationship between enrollment as a credit student and attendance at campus activities and events. While 63% of those attending Exhibits/Cultural Events were or had been credit students, the percentage decreased to 55% for Athletic Events and 40% for the Fourth of July Fireworks.

ARE LONG-TIME RESIDENTS MORE LIKELY TO HAVE USED CAMPUS SERVICES AND FACILITIES

A larger percentage of long-time residents report having more contact with the college in the past year than newer residents.

HOW LONG LIVED IN SANTA CLARITA VALLEY	PERCENTAGE REPORTING "QUITE A BIT" AND "SEVERAL" CONTACTS
Less than one year	9%
One to three years	12%
Three to five years	28%
Six to ten years	29%
Over ten years	38%

The longer residents live in the Valley, the more likely they are to have: enrolled in a credit course (5% who have lived here less than one year vs. 65% who have lived here over ten years); participated in community services courses (4% vs. 48%); made use of college services and facilities (20% vs. 67%); and attended activities or events at the college (20% vs. 72%).

RESIDENTS PERCEPTIONS OF THE VALUE AND PERFORMANCE OF COLLEGE OF THE CANYONS

The **Community Survey** was completed by 564 Santa Clarita Community College District residents during November 1989. The respondents represent a cross-section of households in the Santa Clarita Valley by zip code areas served by the district. Responses to questionnaire items pertaining to the six major functions of the college are summarized below.

TRANSFER FUNCTION:
How important do you feel it is for the college to provide the first two years of college-level instruction to prepare students for transfer to a four-year college or university?

Not Important	- 1%
Somewhat Important	- 4%
Important	- 19%
Very Important	- 76%

How well do you think the college is performing the Transfer Function?

Poor	- 1%
Fair	- 9%
Good	- 60%
Excellent	- 30%

VOCATIONAL/TECHNICAL FUNCTION:
How important do you feel it is for the college to provide instruction in vocational, technical, and career fields to prepare students for new jobs or to upgrade student's job skills?

Not Important	- 0%
Somewhat Important	- 2%
Important	- 21%
Very Important	- 77%

How well do you think the college is performing the Vocational/Technical Function?

Poor	- 4%
Fair	- 11%
Good	- 55%
Excellent	- 30%

COMMUNITY SERVICES FUNCTION:
How important do you feel it is for the college to provide noncredit courses and activities designed to enrich the quality of community life, such as programs to enable people to pursue hobbies, recreation, or self-improvement?

Not Important	- 2%
Somewhat Important	- 15%
Important	- 37%
Very Important	- 46%

How well do you think the college is performing the Community Services Function?

Poor	- 2%
Fair	- 13%
Good	- 59%
Excellent	- 26%

CONTRACT EDUCATION FUNCTION:
How important do you feel it is for the college to provide educational programs to train and re-train employees of local businesses, either on-campus or at their business site?

Not Important	- 2%
Somewhat Important	- 14%
Important	- 40%
Very Important	- 44%

How well do you think the college is performing the Contract Education Function?

Poor	- 5%
Fair	- 16%
Good	- 61%
Excellent	- 18%

REMEDIAL/DEVELOPMENTAL FUNCTION:
How important do you feel it is for the college to provide basic skills courses in reading, writing and mathematics to help underprepared students so they can continue their education?

Not Important	- 2%
Somewhat Important	- 4%
Important	- 19%
Very Important	- 75%

How well do you think the college is performing the Remedial/Developmental Function?

Poor	- 0%
Fair	- 12%
Good	- 56%
Excellent	- 32%

LIFELONG LEARNING FUNCTION:
How important do you feel it is for the college to provide people with the opportunity to continue their education on a life-long basis?

Not Important	- 1%
Somewhat Important	- 9%
Important	- 32%
Very Important	- 58%

How well do you think the college is performing the Lifelong Learning Function?

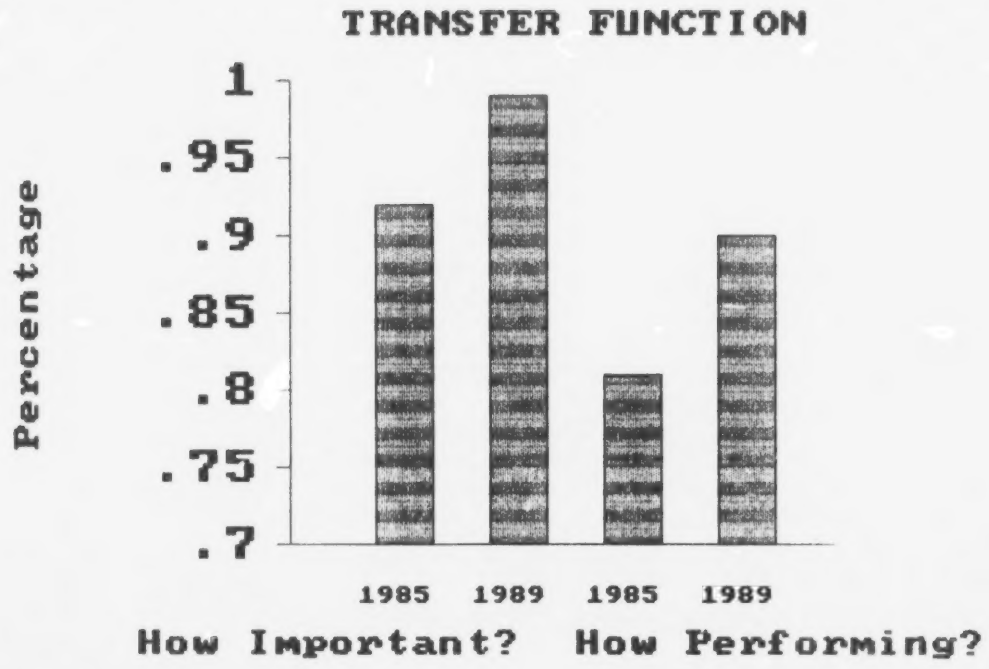
Poor	- 4%
Fair	- 10%
Good	- 52%
Excellent	- 34%

HAVE COMMUNITY PERCEPTIONS OF THE COLLEGE CHANGED OVER THE PAST FOUR YEARS?

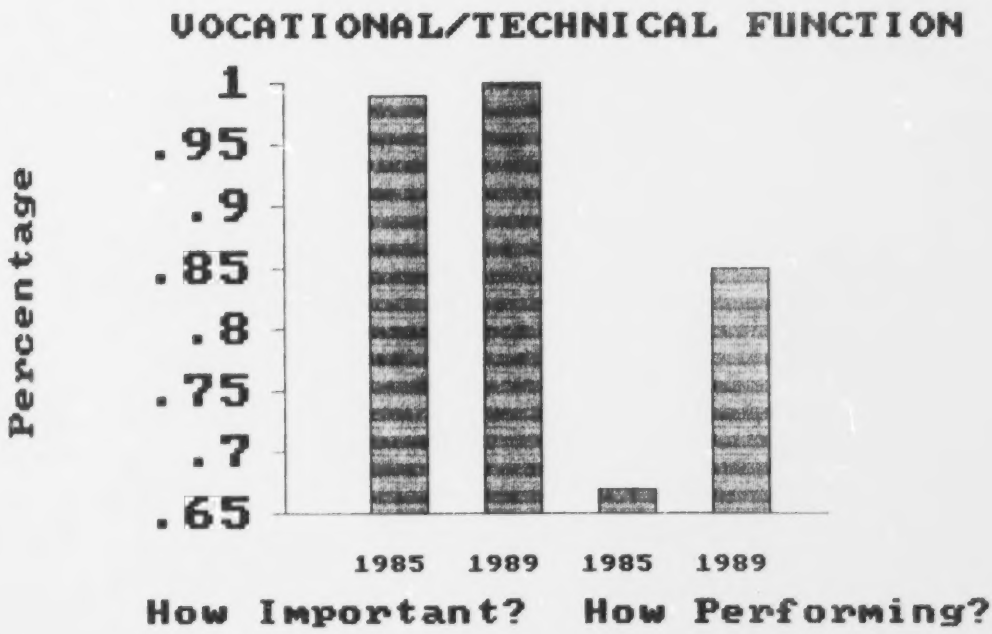
A similar survey was conducted by the college four years ago. The 1985 community questionnaire surveyed residents about four of the six major functions reported on above. Comparisons between the 1985 and 1989 survey responses are presented below.

The 1985 survey asked residents whether they felt each of the functions was "important" or "unimportant" and then to "rate the job COC is doing."

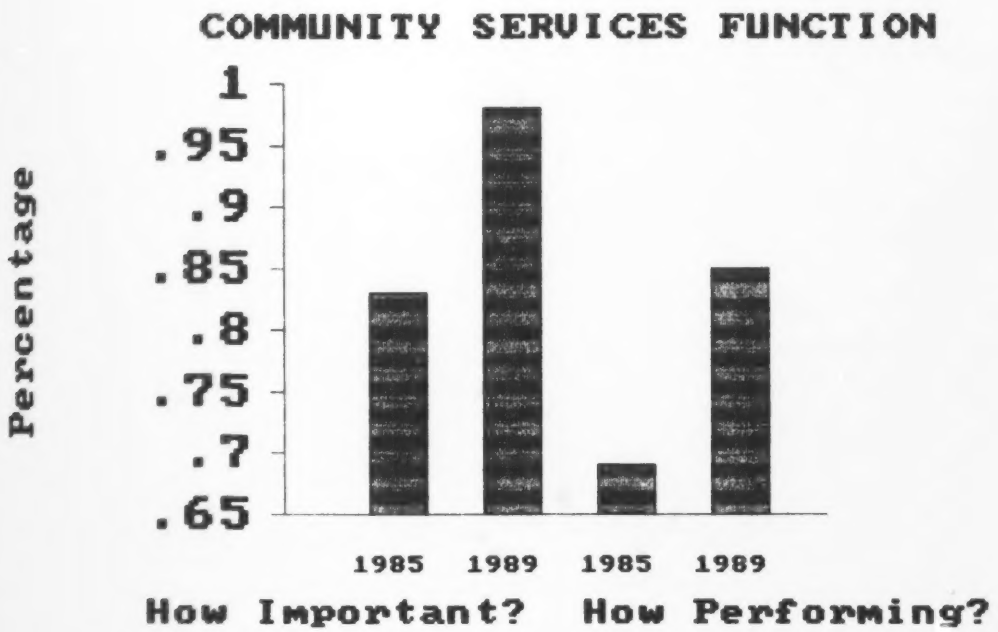
> HOW IMPORTANT IS IT THAT THE COLLEGE PROVIDE THIS FUNCTION? To compare the two surveys, the "Somewhat Important," "Important," and "Very Important" responses on the 1989 surveys were collapsed and compared to the "Important" responses of the 1985 survey.
>
> HOW WELL DO YOU THINK THE COLLEGE IS PERFORMING THIS FUNCTION? In both years, the "good and "excellent" responses were collapsed into one category.



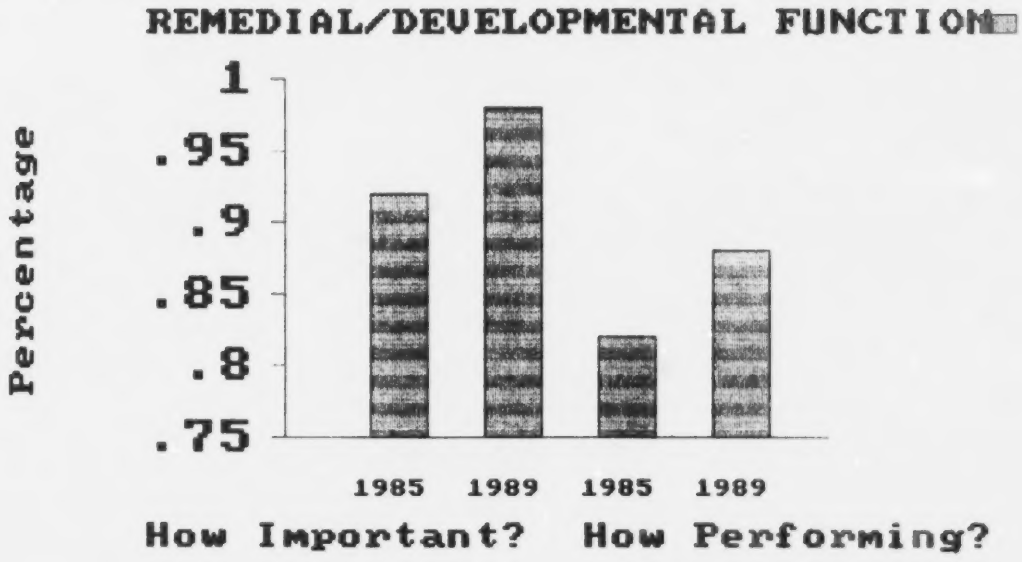
	1985	1989
TRANSFER FUNCTION		
A. Percentage of residents who think it important that the college provide this function.	92%	99%
B. Percentage of residents who believe the college is doing a good or excellent job.	81%	90%



	1985	1989
VOCATIONAL/TECHNICAL FUNCTION		
A. Percentage of residents who think it important that college provide this function. provide?	99%	100%
B. Percentage of residents who believe the college is doing a good or excellent job.	67%	85%



	1985	1989
COMMUNITY SERVICES FUNCTION		
A. Percentage of residents who think it important that the college provide this function.	83%	98%
B. Percentage of residents who believe the college is doing a good or excellent job.	69%	85%



REMEDIAL/DEVELOPMENTAL FUNCTION	1985	1989
A. Percentage of residents who think it important that the college provide this function.	92%	98%
B. Percentage of residents who believe the college is doing a good or excellent job.	82%	88%

QUALITY OF INSTRUCTION

The **Community Survey** was completed by 564 Santa Clarita Community College District residents during November 1989. The respondents represent a cross-section of households in the Santa Clarita Valley by zip code areas served by the district. Residents' responses to the survey item pertaining to the quality of instruction is presented below.

From your own personal experience and knowledge, how would you rate the quality of instruction of each of the following community colleges? On a scale of one to ten, being highest, rate each institution.

	MEAN
College of the Canyons	7.6
Los Angeles Pierce College	7.4
Los Angeles Valley College	7.0
Los Angeles Mission College	6.0
Antelope Valley College	5.8

ATTITUDES AND OPINIONS

The **Community Survey** was completed by 564 Santa Clarita Community College District residents during November 1989. The respondents represent a cross-section of households in the Santa Clarita Valley by zip code areas served by the district. Responses to questionnaire items asking residents attitudes and opinions about the college are presented below. The mean score represents the average response of all survey respondents.

	Percentage of Respondents			
	Strongly Disagree (1)	Disagree (2)	Agree (3)	Stromgly Agree (4)
The student fees at College of the Canyons are reasonable. Mean 3.4	2%	3%	50%	45%
It is easy to enroll in courses at College of the Canyons. Mean 3.2	3%	8%	56%	33%
PROSPECTIVE ENROLLMENT: I might enroll, if short courses were offered (one week or 2 to 4 weeks). Mean 3.1	5%	12%	48%	35%
I might enroll, if classes were offered at night at my local high school. Mean 2.7	12%	33%	30%	25%
I might enroll, if classes were offered on the weekend. Mean 2.6	10%	23%	39%	28%
FACILITIES AND EVENTS: The College Library is open to the public. Mean 3.2	5%	5%	54%	35%
I would attend cultural events, if the College were to build a Theatre/Fine Arts Complex.	6%	12%	41%	41%

I would call, if the College provided recorded information about upcoming events. Mean 3.1	5%	10%	51%	33%
I would use the College's physical education facilities if they were open to the public. Mean 3.2	6%	17%	32%	45%
I would use the College's Computer Labs if they were open to the public. Mean 3.0	8%	22%	34%	36%

HOW RESIDENTS LEARN ABOUT THE COLLEGE

The **Community Survey** was completed by 564 Santa Clarita Community College District residents during November 1989. The respondents represent a cross-section of households in the Santa Clarita Valley by zip code areas served by the district. Residents' responses concerning how they learn about the college are presented below.

How do you learn about College of the Canyons? Check all that apply.

From materials received in the mail	70%
From the college catalog	42%
From reading newspapers and magazines	40%
From relatives and friends	36%
From people in my neighborhood	34%
From information displays at shopping centers, schools, etc.	11%
From representatives of the college	10%
From radio or TV programs	1%

MATERIALS IN THE MAIL

A greater percentage of long-time residents report learning about the college from materials received in the mail than new residents (74% of residents who have lived in the Valley over ten years vs. 52% of residents who have lived here less than one year).

A greater percentage of affluent residents also report learning about the college from material received in the mail than less affluent residents (77% of residents whose annual gross household income was $75,000 or more vs. 51% of residents reporting annual income below $25,000).

COMMUNITY SURVEY FORM

Frequency of Item Responses

N = 564

College of the Canyons

Community Survey

Dear Community Member:

As a community college, our way of finding the answer to the question "How are we doing?" is to turn to the community for a reply. Your opinion will play a vital role in determining the answer to that question. This is a way for us to "hear" what our community has to say about us. I encourage you to take a few moments to complete this survey and return it in the postage paid envelope.

We look forward to hearing from you.

Sincerely,

Dianne G. Van Hook

Dianne G. Van Hook, Ed.D.
Superintendent-President

PLEASE REPLY BY NOVEMBER 15th 1989

CONTACTS WITH COLLEGE OF THE CANYONS

1. CREDIT COURSES: Have you ever enrolled in a credit course at College of the Canyons?

229 1. Yes
332 2. No

1A. If "Yes", how many units did you complete?
21.7 Mean

1B. If "Yes", when did you take your last class? Check one.

113 1. Fall Term 1987 to Fall 1989
27 2. Fall Term 1985 to Summer 1987
19 3. Fall Term 1983 to Summer 1985
13 4. Fall Term 1981 to Summer 1983
22 5. Fall Term 1979 to Summer 1981
29 6. Summer 1979 or before.

2. NONCREDIT COURSES: Have you participated in any community service courses, workshops, seminars or noncredit classes at College of the Canyons?

172 1. Yes
382 2. No

3. COLLEGE SERVICES AND FACILITIES: Have you used any of the various college services and facilities?

276 1. Yes
281 2. No

3A. If "yes", which college services and facilities did you use? Check as many as apply.

142 1. Library/Instructional Resource Center
46 2. Career Center/Job Placement
90 3. Counseling/Advisement
17 4. Child Development Center
3 5. Campus Security
116 6. Athletic/Recreational Facilities
17 7. Meeting Rooms
100 8. Cafeteria
175 9. Bookstore
23 10. Other (Please specify)

4. ACTIVITIES AND EVENTS: Have you attended any activities or events at College of the Canyons?

276 1. Yes
283 2. No

4A. If "Yes", which activities or events did you attend? Check as many as apply.

142 1. Athletic Events
83 2. Exhibits/Cultural Events
111 3. Fourth of July Fireworks
2 4. Rotary Club Meetings
9 5. Return of the Swallows Day
3 6. Board of Trustees or Foundation Board Meetings
14 7. Twentieth Anniversay Events
94 8. Other (Please specify)

5. TOTAL CONTACT: Which of the following statements best describes the total contact you have had with College of the Canyons in the past year?

198 1. None
209 2. Little contact
80 3. Several contacts
70 4. Quite a bit of contact

CURRENT EDUCATIONAL STATUS

6. Are you currently enrolled at an educational institution?

114 1. Yes. Specify which institution

_____

446 2. No

7. If not now enrolled, do you plan to enroll within the next year?

101 1. Yes. Specify which institution

_____

Proposed Field of Study

_____

217 2. No
130 3. Undecided

PERCEPTIONS OF COLLEGE OF THE CANYONS

College of the Canyons performs each of the following functions. Read each statement and indicate how important you feel each of the functions is for the College to perform and, second, how well you think the College is performing each.

8. • Provides the first two years of college-level instruction to prepare students for transfer to a four-year college or university.

A. How Important? Check one.	B. How Performing? Check one.
6 Not Important	1 Poor
22 Somewhat Important	28 Fair
100 Important	178 Good
403 Very Important	88 Excellent
23 No Opinion	229 No Opinion

9. • Provides instruction in vocational, technical, and career fields to prepare students for new jobs or to upgrade student's job skills.

A. How Important? Check one.	B. How Performing? Check one.
2 Not Important	10 Poor
12 Somewhat Important	31 Fair
110 Important	151 Good
410 Very Important	81 Excellent
23 No Opinion	251 No Opinion

10. • Provides noncredit courses and activities designed to enrich the quality of community life, such as programs to enable people to pursue hobbies, recreation, or self-improvement.

A. How Important? Check one.	B. How Performing? Check one.
13 Not Important	6 Poor
77 Somewhat Important	41 Fair
195 Important	176 Good
238 Very Important	77 Excellent
32 No Opinion	225 No Opinion

11. • Provides educational programs to train or re-train employees of local businesses, either on-campus or at their business site.

A. How Important? Check one.	B. How Performing? Check one.
11 Not Important	9 Poor
67 Somewhat Important	30 Fair
198 Important	115 Good
217 Very Important	33 Excellent
60 No Opinion	328 No Opinion

12. • Provides basic skills courses in reading, writing and mathematics to help underprepared students so they can continue with their education.

A. How Important? Check one.	B. How Performing? Check one.
11 Not Important	1 Poor
19 Somewhat Important	25 Fair
101 Important	115 Good
395 Very Important	66 Excellent
30 No Opinion	309 No Opinion

13. • Provides people with the opportunity to continue their education on a life-long basis.

A. How Important? Check one.		B. How Performing? Check one.	
6	Not Important	10	Poor
48	Somewhat Important	30	Fair
168	Important	148	Good
307	Very Important	97	Excellent
23	No Opinion	234	No Opinion

QUALITY

14. From your own personal experience and knowledge, how would you rate the quality of instruction of each of the following community colleges? On a scale of one to ten, ten being highest, rate each institution.

	MEAN RATING
Antelope Valley College	5.8
College of the Canyons	7.6
Los Angeles Mission College	6.0
Los Angeles Pierce College	7.4
Los Angeles Valley College	7.0

15. Would you encourage your friends and family to attend College of the Canyons?

487 1. YES
23 2. NO

ATTITUDES

Please indicate whether you agree with each of the following statements. Using the following scale, circle the number in the right-hand column which best reflects your opinion.

1. Strongly Disagree
2. Disagree
3. Agree
4. Strongly Agree
9. No Opinion

16. College of the Canyons is conveniently located. MEAN = 3.5 1 2 3 4 9

17. The College has a good reputation in the community. 3.3 1 2 3 4 9

18. The student fees at College of the Canyons are reasonable. 3.4 1 2 3 4 9

19. It is easy to enroll in courses at College of the Canyons. 3.2 1 2 3 4 9

20. The College Library is open to the public. 3.2 1 2 3 4 9

21. The campus at College of the Canyons provides a clean, attractive appearance. 3.4 1 2 3 4 9

22. I might enroll, if classes were offered on the weekend. 2.6 1 2 3 4 9

23. I might enroll, if classes were offered at night at my local high school. 2.7 1 2 3 4 9

24. I might enroll, if short courses were offered (one-week or 2 to 4 weeks). 3.1 1 2 3 4 9

25. I would attend cultural events, if the College were to build a Theatre/Fine Arts Complex. 3.2 1 2 3 4 9

26. I would call, if the College provided recorded information about upcoming events. 3.1 1 2 3 4 9

27. I would use the College's physical education facilities if they were open to the public. 3.2 1 2 3 4 9

28. I would use the College's Computer Labs if they were open to the public. 3.0 1 2 3 4 9

COMMUNICATION

29. How do you learn about College of the Canyons? Check all that apply.

190 1. From people in my neighborhood
204 2. From relatives or friends
54 3. From representatives of the college
235 4. From the college catalog
394 5. From materials received in the mail
220 6. From reading newspapers and magazines
22 7. From radio or TV programs
64 8. From information displays at shopping centers, schools, ect.
81 9. Other (Please specify)

_____

PERSONAL PROFILE

30. How long have you lived in the Santa Clarita Valley?

54 1. Less than one year
119 2. One to three years
107 3. Three to five years
77 4. Six to ten years
203 5. Over ten years

31. What is your zip code? _____

32. What is the highest level of education you have completed? Check the one best answer.

7 1. Some high school: did not graduate
47 2. High school diploma or GED
211 3. Some college; no degree
90 4. Associate's degree
119 5. Bachelor's degree
86 6. Graduate degree(s)

33. Indicate your sex.

198 1. Male
360 2. Female

34. What is your current marital status?

88 1. Single, Never Married
386 2. Married
85 3. Widowed, Separated or Divorced

35. How do you describe yourself?

6 1. American Indian or Alaskan Native
14 2. Asian, Pacific Islander, Filipino
3 3. Black or Afro-American
15 4. Hispanic, Chicano, Spanish-speaking American
514 5. White or Caucasian

3 6. Other _____

36. How old are you?

1 1. Under 18
39 2. 18 - 24
165 3. 25 - 34
192 4. 35 - 44
95 5. 45 - 54
67 6. 55 +

37. What are the ages of other people currently residing in your household? 2.2 Mean no. of persons

_____ _____ _____ _____ _____ _____ _____

38. What is the total annual gross income of your household?

13 1. Under $15,000 per year
22 2. $15,000 to $24,999
40 3. $25,000 to $34,999
116 4. $35,000 to $49,999
197 5. $50,000 to 74,999
113 6. $75,000 or more per year
56 9. Do not wish to reply

Thank you for completing the Community Survey.

Please return in the self-addressed stamped envelope, or return to:

Dr. Nancy J. Mattice
Assistant Dean
Institutional Development
College of the Canyons
26455 North Rockwell Canyon Road
Santa Clarita, CA 91355

APPENDIX

How the Survey was Conducted

An introductory letter was mailed from the president of the college to a ten percent sample of 4,867 households of the Santa Clarita Community College District on November 14, 1989 indicating that they would be receiving a survey in a few days time. The survey was mailed to the same group five days later. A third mailing, a reminder postcard, was sent a few days later. Residents returned a total of 564 questionnaires, providing a response rate of 11.6 percent.

Names and addresses were drawn from a data base of all households in the eight zipcode areas served by the Santa Clarita Community College District. The respondents reasonably represent the communities of Valencia, Canyon Country, Saugus and one of the three Newhall zipcode areas. The Castaic area was underrepresented. The non-white and lower income households (annual gross incomes of $35,000 or less) in the community were underrepresented in the respondent group.